

ORDER



WAVY

Orders
Order / Rev: 211768
Alt Order #: 06860305
Product Desc: 10/2-10/8 American Crossroads
Estimate: 1065
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/American Crossroads
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16688/TO1709
Agency External ID: IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	28	\$32,000.00	\$27,200.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$32,000.00	\$27,200.00	0.00
Totals	28	\$32,000.00	\$27,200.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/02/12	10/02/12	WAVY News @ Sunrise	CM	5a-6a	-T-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
				WAVY News @ Sunrise											
				WAVY NEWS-5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$700.00		0.00			
E 2	WAVY	10/03/12	10/03/12	WAVY News @ Sunrise	CM	5a-6a	--W----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
				WAVY News @ Sunrise											
				WAVY NEWS-5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$700.00		0.00			
E 3	WAVY	10/04/12	10/04/12	WAVY News @ Sunrise	CM	5a-6a	---T---	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
				WAVY News @ Sunrise											
				WAVY NEWS-5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$700.00		0.00			
E 4	WAVY	10/05/12	10/05/12	WAVY News @ Sunrise	CM	5a-6a	----F--	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
				WAVY News @ Sunrise											
				WAVY NEWS-5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$700.00		0.00			
E 5	WAVY	10/08/12	10/08/12	WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
				WAVY News @ Sunrise											
				WAVY NEWS-5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1				\$700.00		0.00			

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WAVY	10/07/12	10/07/12	Meet the Press Meet the Press	CM	9a-10a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
MEET PRESS-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$2,000.00		0.00						
E 7	WAVY	10/02/12	10/02/12	Today Show 2 Today Show 2	CM	9a-10a	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$500.00		0.00						
E 8	WAVY	10/03/12	10/03/12	Today Show 2 Today Show 2	CM	9a-10a	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$500.00		0.00						
E 9	WAVY	10/04/12	10/04/12	Today Show 2 Today Show 2	CM	9a-10a	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$500.00		0.00						
E 10	WAVY	10/05/12	10/05/12	Today Show 2 Today Show 2	CM	9a-10a	----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$500.00		0.00						
E 11	WAVY	10/08/12	10/08/12	Today Show 2 Today Show 2	CM	9a-10a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$500.00		0.00						
E 12	WAVY	10/02/12	10/02/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	-T-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$300.00		0.00						
E 13	WAVY	10/03/12	10/03/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$300.00		0.00						
E 14	WAVY	10/04/12	10/04/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$300.00		0.00						
E 15	WAVY	10/05/12	10/05/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$300.00		0.00						
E 16	WAVY	10/08/12	10/08/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$300.00		0.00						
E 17	WAVY	10/02/12	10/02/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	-T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
WAVY10NWS-5.30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$1,500.00		0.00						
E 18	WAVY	10/03/12	10/03/12		CM	530p-6p	--W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00

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Estimate: 1065
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News 10 @530p											
				News 10 @530p											
				WAVY10NWS-5.30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,500.00		0.00			
E 19	WAVY	10/04/12	10/04/12	WAVY News 10 @530p CM		530p-6p	---T---	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				News 10 @530p											
				WAVY10NWS-5.30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,500.00		0.00			
E 20	WAVY	10/05/12	10/05/12	WAVY News 10 @530p CM		530p-6p	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				News 10 @530p											
				WAVY10NWS-5.30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,500.00		0.00			
E 21	WAVY	10/08/12	10/08/12	WAVY News 10 @530p CM		530p-6p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				News 10 @530p											
				WAVY10NWS-5.30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,500.00		0.00			
E 22	WAVY	10/05/12	10/05/12	Fri Hour 2	CM	9p-10p	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				Friday 9-10p											
				GRIMM-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$2,500.00		0.00			
E 23	WAVY	10/07/12	10/07/12	NFL Football	CM	NFL Football	-----S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
				NFL Football											
				NBC SUN-FTBL<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$10,000.00		0.00			
E 24	WAVY	10/02/12	10/02/12	Tonight Show/Jay Leno CM		1134p-1237a	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$500.00		0.00			
E 25	WAVY	10/03/12	10/03/12	Tonight Show/Jay Leno CM		1134p-1237a	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$500.00		0.00			
E 26	WAVY	10/04/12	10/04/12	Tonight Show/Jay Leno CM		1134p-1237a	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$500.00		0.00			
E 27	WAVY	10/05/12	10/05/12	Tonight Show/Jay Leno CM		1134p-1237a	----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$500.00		0.00			
E 28	WAVY	10/08/12	10/08/12	Tonight Show/Jay Leno CM		1134p-1237a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$500.00		0.00			
													Totals	28	\$32,000.00